

**Amendments to the Claims:**

This listing of claims replaces all prior versions and listings of claims in the application.

**Listing of Claims:**

Claims 1-2 (*Canceled*)

- 1           Claim 3. (*Currently Amended*) An electronic classified advertising system  
2   comprising:  
3           a computer useable medium; and  
4           a computer device having a processor;  
5           wherein said system is  
6           wherein said computer useable medium carries thereon classifieds advertising  
7   software, which, when executed by the processor, causes the processor to carry out steps  
8   comprising:  
9           providing a multi-tier hierarchical structure with a top level sections menu and lower  
10   tier section menus;  
11           providing each section menu with a SEARCH ADS link;  
12           providing each section menu with a PLACE ADS link;  
13           providing each section menu with an EDIT ADS link;  
14           providing each section menu with a MY PROFILE link;  
15           providing each section menu with a MY CHECKLIST link;  
16           providing each section menu with an AUTO NOTIFY link;

- 17 providing each section menu with a HELP link;
- 18 providing each section menu with a BROWSE ADS link;
- 19 providing each section menu with an ADVANCED SEARCH link;
- 20 providing each section menu with a POWER SEARCH link;
- 21 publishing a classified advertisement;
- 22 providing a search engine for plural types of searches including browsing, keyword
- 23 searches, retrieval of a specific ad by a database identification number, retrieval of all of a
- 24 particular users ads, retrieval of one particular ad for modification, and full database power
- 25 searches;
- 26 searching for classified ads by category and subcategory;
- 27 posting new classified ads by end users;
- 28 modifying, renewing, and deleting classified ads by end users;
- 29 creating, modifying, and deleting a personal search agent to automatically send new
- 30 classified ads by email that match predefined criteria;
- 31 establishing advertisement response criteria; and
- 32 privately and securely responding to electronic classified advertising.

- 1 Claim 4. (*Previously Presented*) The system according to claim 3, wherein the step
- 2 of providing each section menu with a SEARCH ADS link, when executed by the processor
- 3 of the system, further causes the processor to carry out steps comprising:
- 4 searching for classified ads in the system by section (category) and subcategory.

1           Claim 5. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a PLACE ADS link, when executed by the processor of  
3 the system, further causes the processor to carry out steps comprising:  
4           posting new classified ads to the system.

1           Claim 6. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a EDIT ADS link, when executed by the processor of  
3 the system, further causes the processor to carry out steps comprising:  
4           modifying, renewing, deleting, or adding or modifying multimedia files to  
5 classified ads on the system.

1           Claim 7. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a MY PROFILE link, when executed by the processor of  
3 the system, further causes the processor to carry out steps comprising:  
4           registering for an account or updating registration information for an account on  
5 the system.

1           Claim 8. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a MY CHECKLIST link, when executed by the processor  
3 of the system, further causes the processor to carry out steps comprising:  
4           displaying all classified ads that have been marked for future recall and viewing  
5 by the system.

1           Claim 9. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with an AUTO NOTIFY link, when executed by the processor  
3 of the system, further causes the processor to carry out steps comprising:  
4           creating, modifying, or deleting a personal search agent that automatically sends  
5 new classified ads on the system by email that match pre-defined criteria.

1           Claim 10. (*Previously Presented*) The system according to claim 3, wherein the  
2 step of providing each section menu with a BROWSE ADS link, when executed by the  
3 processor of the system, further causes the processor to carry out steps comprising:  
4           presenting a list of all classified ads on the system.

1           Claim 11. (*Previously Presented*) The system according to claim 3, wherein the  
2   step of providing each section menu with an ADVANCED SEARCH link, when executed by  
3   the processor of the system, further causes the processor to carry out steps comprising:  
4           searching for classified ads using keyword searching, Boolean options searching,  
5   case-sensitive searching, date-ranging searching, or searching with imagery.

1           Claim 12. (*Previously Presented*) The system according to claim 3, wherein the  
2   step of providing each section menu with a POWER SEARCH link, when executed by the  
3   processor of the system, further causes the processor to carry out steps comprising:  
4           searching for classified ads in the system based on specific criteria and within  
5   ranges.

1           Claim 13. (*Currently Amended*) An electronic classified advertising method  
2   comprising:  
3           providing a computer useable medium carrying thereon classifieds advertising  
4   software;  
5           providing a computer device having a processor;  
6           causing the processor to execute the software and carry out steps comprising:  
7                 providing an electronic classified advertising system having a multi-tier  
8                 hierarchical structure with a top level sections menu and lower tier section  
9                 menus;

- 10 providing each section menu with a SEARCH ADS link;
- 11 providing each section menu with a PLACE ADS link;
- 12 providing each section menu with an EDIT ADS link;
- 13 providing each section menu with a MY PROFILE link;
- 14 providing each section menu with a MY CHECKLIST link;
- 15 providing each section menu with an AUTO NOTIFY link;
- 16 providing each section menu with a HELP link;
- 17 providing each section menu with a BROWSE ADS link;
- 18 providing each section menu with an ADVANCED SEARCH link;
- 19 providing each section menu with a POWER SEARCH link;
- 20 publishing a classified advertisement;
- 21 providing a search engine for plural types of searches including browsing,
- 22 keyword searches, retrieval of a specific ad by a database identification number, retrieval of
- 23 all of a particular users ads, retrieval of one particular ad for modification, and full database
- 24 power searches;
- 25 searching for classified ads by category and subcategory;
- 26 posting new classified ads by end users;
- 27 modifying, renewing, and deleting classified ads by end users;
- 28 creating, modifying, and deleting a personal search agent to automatically
- 29 send new classified ads by email that match predefined criteria;
- 30 establishing advertisement response criteria; and
- 31 privately and securely responding to electronic classified advertising.

1           Claim 14. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with a SEARCH ADS link further carries out steps  
3   comprising:  
4           searching for classified ads in the system by section (category) and subcategory.

1           Claim 15. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with a PLACE ADS link further carries out steps  
3   comprising:  
4           posting new classified ads to the system.

1           Claim 16. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with a EDIT ADS link further carries out steps  
3   comprising:  
4           modifying, renewing, deleting, or adding or modifying multimedia files to  
5   classified ads on the system.

1           Claim 17. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with a MY PROFILE link further carries out steps  
3   comprising:  
4           registering for an account or updating registration information for an account on  
5   the system.

1           Claim 18. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with a MY CHECKLIST link further carries out steps  
3   comprising:

4           displaying all classified ads that have been marked for future recall and viewing  
5   by the system.

1           Claim 19. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with an AUTO NOTIFY link further carries out steps  
3   comprising:

4           creating, modifying, or deleting a personal search agent that automatically sends  
5   new classified ads on the system by email that match pre-defined criteria.

1           Claim 20. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with a BROWSE ADS link further carries out steps  
3   comprising:

4           presenting a list of all classified ads on the system.



1           Claim 21. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with an ADVANCED SEARCH link further carries out  
3   steps comprising:

4           searching for classified ads using keyword searching, Boolean options searching,  
5   case-sensitive searching, date-ranging searching, or searching with imagery.

1           Claim 22. (*Previously Presented*) The method according to claim 13, wherein the  
2   step of providing each section menu with a POWER SEARCH link further carries out steps  
3   comprising:

4           searching for classified ads in the system based on specific criteria and within  
5   ranges.